

FEB. 1-7, 1988

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

18 PROGRAM AUDIENCE ESTIMATES (Alpha)

FEB. 1-7, 1988

PROGRAM NAME					K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES													T E E N S		CHILDREN				
DAY	TIME	DUR	NET	NO. OF T/C		AVG. AUD. %	SH %	AVG. AUD. 0.000	TOTAL PERS (2+)	WORKING WOMEN 18+	LOH 18-49 W/CH <3	W O M E N					M E N					TOT. 12-17	FEM. 12-17	TOT. 2-6	TOT. 11			
#STNS	CVG%	TYPE										18-	18-49	25-	35-		18-	18-49	25-	35-								
												TOTAL	34	49	54	64	55+	TOTAL	34	49	54	64	55+					
EVENING CONT'D																												
GOLDEN GIRLS-CONT'D	213	99	CS	20	C	22.5	39	1995	1727	315	230	66	900	238	410	390	377	431	491	144	249	239	217	208	129	81	207	144
GROWING PAINS(R)					A	22.5	33	1994	1893	355	307	111	781	378	562	478	287	190	457	245	359	309	176	69	307	148	347	225
TUE	8.30P	30	ABC	6	B	22.5	33	1991	1852	355	307	121	791	378	568	472	297	187	478	238	360	311	195	89	249	133	334	226
	221	99	CS	19	C	22.7	34	2012	1808	354	305	109	775	365	548	455	292	190	479	237	356	304	195	92	241	132	313	213
HEAD OF THE CLASS					A	17.8	28	1577	1787	265	219	114	718	325	479	416	265	199	506	275	396	339	188	79	248	121	315	201
WED	8.30P	30	ABC	6	B	17.4	27	1542	1793	321	278	113	739	361	522	449	271	173	509	260	389	337	207	89	206	110	340	229
	211	98	CS	18	C	16.7	26	1478	1734	329	278	105	744	340	503	436	284	198	488	238	360	313	199	98	205	109	297	197
HIGH MOUNTAIN RANGERS					A	11.7	19	1037	1909	319	241	51^	843	175	427	457	458	345	762	220	401	417	391	279	108	58^	195	125
SAT	8.00P	60	CBS	6	B	12.7	21	1122	1920	323	230	55	845	194	418	434	445	358	750	207	391	392	388	294	113	49	213	135
	204	97	A	6	C	12.7	21	1122	1920	323	230	55	845	194	418	434	445	358	750	207	391	392	388	294	113	49	213	135
	8.00 - 8.30				A	11.5	19	1019	1902	313	238	45^	852	170	418	445	456	365	758	212	390	399	384	287	108	64	185	120
	8.30 - 9.00				A	12.0	19	1063	1900	322	241	57^	828	178	432	465	457	323	760	226	408	430	394	269	108	53^	204	128
HIGHWAY TO HEAVEN					A	15.5	24	1373	1723	317	235	84	901	205	424	422	434	406	526	148	288	280	279	205	112	67	184	108
WED	8.00P	60	NBC	6	B	15.7	24	1388	1754	291	214	67	899	190	411	409	430	422	539	139	272	260	273	227	127	67	189	117
	202	97	GD	18	C	14.7	24	1303	1740	290	211	64	882	187	395	403	426	417	531	130	255	247	272	238	126	62	202	126
	8.00 - 8.30				A	14.8	23	1311	1718	309	226	84	906	198	414	418	438	416	522	149	288	276	275	203	110	66	181	98
	8.30 - 9.00				A	16.2	25	1435	1727	323	243	84	897	212	432	425	429	396	530	146	288	284	282	206	113	69	188	117
HOOPERMAN					A	16.4	25	1453	1738	255	200	96	758	266	473	451	351	227	601	238	413	366	283	152	202	100	177	115
WED	9.00P	30	ABC	6	B	15.0	23	1325	1701	303	251	108	756	297	485	441	340	220	557	225	382	335	266	140	159	86	230	155
	213	98	OP	17	C	15.8	25	1402	1669	313	254	98	768	293	475	439	341	240	545	218	361	325	254	149	150	78	206	135
HOUSTON KNIGHTS					A	10.0	16	886	1855	348	266	91	833	239	484	474	408	285	719	247	422	445	349	213	95	47^	209	130
SAT	9.00P	60	CBS	5	B	10.3	17	914	1864	339	267	90	821	237	485	466	420	288	738	243	427	420	365	246	118	50	187	115
	207	99	OP	5	C	10.3	17	914	1864	339	267	90	821	237	485	466	420	288	738	243	427	420	365	246	118	50	187	115
	9.00 - 9.30				A	9.6	15	851	1883	346	266	91	833	225	480	480	420	284	739	246	420	453	360	227	96	48^	216	125
	9.30 - 10.00				A	10.3	17	913	1847	354	269	92	841	255	493	472	401	288	706	251	428	442	342	201	96	46^	205	135
HUNTER					A	15.0	22	1329	1619	255	179	36^	829	145	345	383	435	413	628	154	304	334	322	247	75	35^	86	57
TUE	9.00P	60	NBC	5	B	16.3	25	1448	1689	276	208	61	861	180	402	412	445	387	627	143	308	322	340	259	88	45	113	70
	203	99	OP	5	C	16.3	25	1448	1689	276	208	61	861	180	402	412	445	387	627	143	308	322	340	259	88	45	113	70
	9.00 - 9.30				A	14.8	22	1311	1621	255	175	36^	839	147	339	377	429	429	618	145	287	323	311	253	73	33^	92	62
	9.30 - 10.00				A	15.3	23	1356	1607	254	181	36^	815	143	349	388	438	395	634	161	318	343	330	240	78	37^	80	53
JAKE AND THE FATMAN					A	11.9	18	1054	1570	280	180	59^	834	159	361	383	462	402	576	85	240	256	342	294	78	35^	82	48^
TUE	9.00P	60	CBS	6	B	12.3	18	1087	1637	278	188	53	819	175	368	375	418	393	608	119	275	270	331	293	95	47	115	72
	208	98	OP	17	C	12.3	19	1090	1590	271	184	56	811	174	354	362	403	397	594	124	266	271	315	287	81	39	103	66
	9.00 - 9.30				A	11.5	17	1019	1581	272	168	58^	822	154	348	372	457	400	581	86	239	260	343	296	80	36^	97	56^
	9.30 - 10.00				A	12.4	19	1099	1548	286	190	59	838	163	369	391	463	400	568	83	239	249	339	291	75	34^	68	40^
KATE & ALLIE(B)					A	12.7	20	1125	1550	335	257	87	848	264	442	416	375	349	478	139	263	263	229	189	106	58	118	70
CONT'D																												

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE 11

20 PROGRAM AUDIENCE ESTIMATES (Alpha)

FEB. 1-7, 1988

PROGRAM NAME DAYTIME #STNSCVG%TYPE					NO. OF T/C	KEY	HOUSEHOLD AUDIENCES AVG. AUD. % SH % AVG. 0,000		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			
									TOTAL WORKING				LOH 18-49 W/CH	WOMEN					MEN					TEENS		CHILDREN		
									PERS	WOMEN	18-49	18-49		18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	TOT.	FEM.	TOT.
									(2+)	18+	49	<3	TOTAL	34	49	54	64	55+	TOTAL	34	49	54	64	55+	17	17	11	11
EVENING CONT'D																												
KATE & ALLIE(B)-CONT'D																												
WED 9.00P 30 CBS																												
201 98 CS																												
KATE & ALLIE																												
MON 8.00P 30 CBS																												
206 97 CS																												
KNOTS LANDING																												
THU 10.00P 60 CBS																												
206 97 GD																												
10.00 - 10.30																												
10.30 - 11.00																												
LAW & HARRY MCGRAW																												
WED 8.00P 60 CBS																												
196 95 PD																												
8.00 - 8.30																												
8.30 - 9.00																												
MACGYVER																												
MON 8.00P 60 ABC																												
212 96 A																												
8.00 - 8.30																												
8.30 - 9.00																												
MARRIED...WITH CHILDREN																												
SUN 8.30P 30 FOX																												
123 87 CS																												
MATLOCK																												
TUE 8.00P 60 NBC																												
207 99 GD																												
8.00 - 8.30																												
8.30 - 9.00																												
MIAMI VICE																												
FRI 9.00P 60 NBC																												
209 99 OP																												
9.00 - 9.30																												
9.30 - 10.00																												
MR. BELVEDERE																												
FRI 8.30P 30 ABC																												
204 94 CS																												

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

PERMISSIBLE USES

26

PROGRAM AUDIENCE ESTIMATES (Alpha)

FEB. 1-7, 1988

PROGRAM NAME DAY TIME DUR NET NO. OF #STNS CVG% TYPE T/C						VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																							
						K E Y	HOUSEHOLD AUDIENCES																TEEN S		CHILDREN				
							AVG. AUD. %	SH %	AVG. AUD. 0,000	TOTAL PERS (2+)	WORKING WOMEN 18+ 49	LOH 18-49 W/CH <3	W O M E N					M E N					TOT. 12- 17	FEM. 12- 17	TOT. 2- 11	TOT. 6- 11			
EVENING CONT'D													18- 34	18- 49	25- 54	35- 64	55+	18- 34	18- 49	25- 54	35- 64	55+							
PERFECT STRANGERS-CONT'D																													
WED	8.00P	30	ABC	6	B	16.9	27	1499	1811	333	278	110	761	345	513	447	291	200	520	252	385	343	219	98	195	106	335	220	
	213	99	CS	18	C	16.1	26	1424	1735	330	274	101	764	324	492	428	296	226	489	225	349	306	205	109	189	102	293	193	
POLITICAL:L. LA ROUCHE(S)						A	5.0	7	443	1551	220	138^	85^	726	201	331	313	300	345	436	119^	207	208	201	196	106^	63^	283	187
THU	8.00P	30	CBS																										
	202	99	P																										
PRESIDENTIAL PORTRAIT						A	13.5	21	1192	1531	293	214	64	879	192	433	442	455	385	451	111	237	230	238	182	99	59	102	69
TUE&THU	9.58P	1	CBS	14	B	13.1	21	1164	1586	327	243	69	862	234	445	432	422	357	524	157	282	270	260	207	89	44	111	65	
	210	99	DO	49	C	13.1	21	1157	1585	323	239	73	850	238	437	425	404	351	537	162	293	282	267	207	89	45	108	67	
ST. ELSEWHERE						A	13.4	22	1187	1503	345	293	132	871	299	566	528	443	239	490	190	331	318	254	109	65	32^	78	43^
WED	10.00P	60	NBC	4	B	13.2	22	1170	1535	340	280	124	847	315	547	515	408	237	538	216	371	344	254	129	73	52	77	34	
	205	99	GD	15	C	13.6	23	1202	1512	335	272	116	836	314	534	508	397	241	516	209	348	325	236	137	85	53	75	42	
	10.00 - 10.30				A	13.5	21	1196	1508	340	286	125	871	304	563	514	441	243	481	178	320	314	258	109	70	31^	85	46^	
	10.30 - 11.00				A	13.3	22	1178	1498	350	300	139	870	294	569	542	446	235	499	202	342	323	250	109	59	32^	70	40^	
SIMON & SIMON						A	11.8	18	1045	1626	308	228	78	878	215	446	436	411	376	433	126	238	223	211	160	136	83	179	123
THU	9.00P	60	CBS	5	B	13.1	20	1164	1631	299	213	72	844	210	424	417	421	358	553	165	292	297	279	210	98	53	135	88	
	206	97	PD	8	C	12.7	19	1130	1625	284	199	71	831	204	409	402	410	361	561	169	298	300	282	212	93	49	139	85	
	9.00 - 9.30				A	10.4	15	921	1673	293	212	81	878	214	429	423	395	391	439	114	233	226	220	171	139	89	218	151	
	9.30 - 10.00				A	13.2	20	1170	1589	320	241	76	879	215	460	447	424	365	428	135	243	220	203	152	133	79	149	100	
60 MINUTES						A	21.3	33	1887	1559	303	194	23^	805	141	283	320	383	451	691	131	277	304	352	359	25^	13^	37	21^
SUN	7.00P	60	CBS	6	B	19.7	30	1744	1563	285	190	35	814	148	300	325	373	447	672	140	293	306	331	331	34	16^	43	25	
	212	99	DN	21	C	21.1	33	1872	1555	280	189	42	767	148	298	314	351	408	697	164	326	337	338	317	40	17	51	28	
	7.00 - 7.30				A	20.8	33	1843	1552	303	195	25^	802	141	280	313	374	453	692	129	277	300	350	362	26^	12^	31^	20^	
	7.30 - 8.00				A	21.7	32	1923	1573	305	195	22^	813	141	287	328	393	452	694	133	278	311	356	357	24^	13^	42	23^	
SLAP MAXWELL						A	13.9	21	1232	1659	271	206	83	773	247	470	451	382	243	564	210	366	340	267	160	175	87	147	88
WED	9.30P	30	ABC	6	B	12.3	19	1085	1638	304	249	107	773	290	481	435	353	243	561	233	379	328	256	146	129	73	176	106	
	214	99	CS	17	C	13.1	21	1164	1615	315	254	100	780	289	478	443	351	251	553	218	364	332	263	149	124	65	158	93	
SLEDGE HAMMER						A	8.3	13	735	1749	275	236	92	735	255	447	408	306	247	494	149	323	303	239	141	217	95	304	214
FRI	9.30P	30	ABC	4	B	8.5	14	751	1698	290	238	86	728	253	442	419	331	239	523	176	342	329	266	146	180	93	267	182	
	208	97	CS	4	C	8.5	14	751	1698	290	238	86	728	253	442	419	331	239	523	176	342	329	266	146	180	93	267	182	
SMOTHERS BROS 20 REUNION(S)						A	14.7	24	1302	1591	290	212	65	811	212	384	407	372	361	668	165	397	406	384	237	72	23^	40^	23^
WED	10.00P	60	CBS																										
	210	99	CV																										
	10.00 - 10.30				A	14.8	24	1311	1579	285	207	66	811	208	377	399	372	369	648	162	392	401	370	224	74	26^	46^	27^	
	10.30 - 11.00				A	14.5	24	1285	1614	298	218	64	817	218	395	418	375	356	693	169	405	413	401	252	70	20^	34^	18^	
SPENSER: FOR HIRE						A	11.2	20	992	1770	340	268	110	845	225	484	464	437	312	692	187	389	415	380	228	107	37^	127	88
SAT	10.00P	60	ABC	4	B	12.1	22	1074	1706	316	249	85	798	233	455	428	404	297	636	191	365	384	336	204	122	61	150	104	
CONT'D																													

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

PROGRAM AUDIENCE ESTIMATES (Alpha)

FEB. 1-7, 1988

PROGRAM NAME					K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			
									TOTAL WORKING LOH				W O M E N					M E N					T E E N S		CHILDREN			
DAY	TIME	DUR	NET	NO. OF T/C	AVG. AUD. %	SH %	AVG. AUD. 0,000	PERS	WOMEN	18-49	18- W/CH	18-	18-	25-	35-	18-	18-	25-	35-	TOT.	FEM.	TOT.	TOT.					
#STNS	CVG%	TYPE						(2+)	18+	49	<3	TOTAL	34	49	54	64	55+	TOTAL	34	49	54	64	55+	17	17	11	11	
EVENING CONT'D																												
227-CONT'D																												
SAT	8.30P	30	NBC	6	B	17.3	28	1531	1766	320	261	86	859	280	453	394	325	361	486	187	297	264	192	158	161	101	261	183
	206	99	CS	18	C	17.0	30	1503	1747	316	249	70	874	260	435	392	345	392	469	161	265	243	196	174	154	97	249	169
UNSOLVED MYSTERIES(S)																												
FRI	10.00P	60	NBC		A	14.8	26	1311	1804	298	257	112	744	287	533	448	377	174	703	328	522	494	309	128	151	48^	205	135
	205	99	SM																									
	10.00 - 10.30				A	14.8	25	1311	1813	304	263	114	744	293	539	453	376	171	699	325	518	488	307	130	149	44^	221	142
	10.30 - 11.00				A	14.8	26	1311	1795	291	250	110	745	280	528	443	378	178	707	332	525	501	310	125	153	51	190	127
VALERIE'S FAMILY(R)																												
MON	8.30P	30	NBC	6	A	16.1	24	1426	1849	313	263	95	725	320	506	426	291	179	422	195	321	282	189	78	255	133	447	311
	201	99	CS	15	B	17.3	25	1530	1941	344	289	94	818	336	549	475	342	222	468	208	339	289	208	105	245	119	409	273
					C	17.2	26	1524	1889	332	284	100	766	331	532	456	311	192	460	215	346	295	198	93	255	128	408	273
WEREWOLF																												
SUN	8.00P	30	FOX	6	A	4.2	6	372	1935	366	320	105^	728	358	558	483	346	123^	628	399	530	433	204	61^	239	68^	339	247
	123	87	SM	16	B	3.9	6	347	1952	333	305	109	723	389	580	476	290	103	643	373	553	436	235	65^	233	106	354	260
					C	4.0	6	356	1994	335	297	92	708	383	573	449	283	97	666	380	561	454	256	76	263	117	357	235
WEST 57TH																												
SAT	10.00P	60	CBS	5	A	7.6	13	673	1596	316	238	52^	832	203	371	383	382	403	579	182	326	356	251	205	49^	19^	136	88^
					B	9.3	17	828	1620	309	242	70	789	232	430	436	396	290	646	220	389	385	303	206	78	28^	107	71
	208	99	DN	18	C	7.7	14	679	1586	302	233	68	776	230	417	420	371	295	633	199	378	379	306	209	80	33^	97	58
	10.00 - 10.30				A	8.3	14	735	1621	332	246	47^	839	212	385	400	393	389	602	188	339	374	267	211	44^	17^	135	83^
	10.30 - 11.00				A	6.9	12	611	1566	298	228	59^	823	193	354	362	369	419	551	174	310	333	231	199	55^	21^	137	95^
WHO'S THE BOSS?																												
TUE	8.00P	30	ABC	6	A	22.3	32	1976	1848	368	313	105	787	368	551	464	294	205	473	241	363	316	192	80	257	134	330	215
	221	99	CS	19	B	21.7	32	1924	1828	357	303	113	794	360	549	462	305	207	488	229	355	313	208	101	222	116	324	218
					C	21.6	33	1914	1778	350	297	103	777	344	525	443	301	210	479	225	341	295	201	104	215	118	306	208
WISEGUY																												
MON	10.00P	60	CBS	5	A	11.1	19	983	1489	306	241	75	798	223	431	416	364	322	554	165	319	323	279	191	80	26^	57^	34^
	205	97	OP	5	B	11.4	19	1014	1528	319	254	73	774	241	447	415	365	286	614	199	377	378	316	192	82	24^	57	35
	10.00 - 10.30				C	11.4	19	1014	1528	319	254	73	774	241	447	415	365	286	614	199	377	378	316	192	82	24^	57	35
	10.30 - 11.00				A	11.5	19	1019	1484	295	229	73	794	222	421	413	355	325	542	167	312	317	262	185	83	29^	66	41^
					A	10.8	19	957	1480	315	253	77	795	221	437	416	370	316	562	161	323	325	294	196	76	23^	47^	26^
WOMEN IN PRISON																												
SAT	8.30P	30	FOX	6	A	2.2	4	195	1667	277^	207^	65^	546	304^	374	309^	168^	136^	519	370	421	333	118^	96^	236^	102^	366	231^
	114	80	CS	15	B	2.3	4	201	1740	272	228	62^	536	248	399	337	238	108^	537	314	435	342	188	73^	263	156^	404	286
					C	2.5	4	219	1668	281	227	67^	574	234	387	347	282	146	540	260	392	328	212	119^	226	130	328	229

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

PROGRAM AUDIENCE ESTIMATES (Alpha)

FEB. 1-7, 1988

PROGRAM NAME					K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																			
DAY	TIME	DUR	NET	NO. OF T/C		AVG. AUD. %	SH %	AVG. AUD. 0,000	WORKING	W O M E N					M E N					T E E N S			C H I L D R E N																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																					
									WOMEN																MALE	FEM.	TOT.	TOT. MALE FEM.																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																
										18- 18+	18- 49	TOTAL	18- 34	18- 49	25- 54	35- 64	55+	TOTAL	18- 34	18- 49	25- 54	35- 64	55+	12- 17	12- 17	12- 14	2- 5	6- 11	6- 11																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															
EARLY EVENING NEWS																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																												

FEB. 1-7, 1988

[illegible]

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B

46 PROGRAM AUDIENCE ESTIMATES (Alpha)

FEB. 1-7, 1988

PROGRAM NAME					K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			
									LOH WORKING			W O M E N						M E N		T E E N S			C H I L D R E N					
DAY	TIME	DUR	NET	NO. OF T/C	AVG. AUD. %	SH %	AVG. AUD. 0,000	18-49 W/CH	WOMEN 18-	15-	18-	18-	25-	25-	35-	TOTAL	55+	MALE 12-	FEM. 12-	TOT. 15-	MALE 2-	FEM. 2-	TOT. 2-	TOT. 6-				
#STNS	CVG%	TYPE			%	%		<3	18+	49	24	TOTAL	34	49	49	54	64	55+	TOTAL	55+	17	17	17	11	11	5	11	
MONDAY-FRIDAY DAYTIME CONT'D																												
RYAN'S HOPE					A	3.1	11	273	127	253	236	125	830	398	590	492	529	315	203	232	64^	24v	29v	36^	72^	41^	71^	42^
MON-FRI 12.00N					B	3.3	11	289	136	269	233	136	795	375	569	471	511	335	185	246	52^	25^	65^	46^	77^	76^	86^	67^
164 81 ABC DD 93					C	3.1	11	277	137	256	232	136	820	395	585	475	518	328	192	256	52^	24^	54^	38^	90^	59^	97	52^
SALE OF THE CENTURY					A	3.4	14	305	61^	164	112	79^	822	169	326	263	315	319	444	431	237	7v	16v	18v	25v	50^	54^	21v
MON-FRI 10.00A					B	3.5	14	310	58^	177	132	51^	779	152	317	273	333	323	402	439	216	20v	22^	18v	43^	48^	53^	38^
144 74 NBC QG 91					C	3.1	13	272	68^	147	114	56^	782	160	332	286	331	309	404	418	210	17v	22v	18v	45^	51^	61^	36^
SANTA BARBARA					A	5.1	16	452	96	176	143	168	818	250	440	335	398	368	314	276	102	14v	102	67^	20^	34^	32^	23^
MON-FRI 3.00P					B	5.2	16	464	90	196	160	169	820	258	434	323	390	361	319	304	111	25^	113	68	34^	47^	47^	35^
198 98 NBC DD 90					C	5.0	16	444	91	197	162	171	824	264	460	344	417	373	291	287	105	30^	111	72	31^	49^	46^	34^
3.00 - 3.30					A	5.1	16	452	102	168	136	161	813	246	436	336	397	364	316	289	103	12v	96	64^	22^	34^	31^	25^
3.30 - 4.00					A	5.1	15	450	90	185	150	176	826	255	446	334	402	374	313	263	102	16v	109	71^	18v	35^	32^	21^
SCRABBLE					A	4.8	16	425	45^	163	123	85	789	150	300	237	304	329	422	345	168	12v	39^	27^	37^	40^	52^	26^
MON-FRI 12.30P					B	4.8	15	426	48^	157	115	78	787	146	311	249	306	334	419	350	180	19^	35^	26^	50^	51^	56^	44^
156 84 NBC QG 106					C	4.0	14	358	65^	147	114	76	799	169	322	260	309	311	428	363	188	22^	27^	26^	43^	51^	54^	39^
SUPER PASSWORD					A	4.1	14	361	60^	142	109	82^	773	161	317	260	299	304	417	310	166	16v	45^	31^	44^	56^	75^	26^
MON-FRI 12.00N					B	4.0	13	352	75	130	96	90	771	172	320	251	291	297	411	343	175	18v	40^	30^	56^	62^	80	38^
159 72 QG 92					C	3.4	12	299	78^	119	89	85^	782	178	316	247	292	293	421	359	185	21v	32^	25^	48^	62^	69^	41^
WHEEL OF FORTUNE					A	6.1	24	542	63	167	117	81	825	180	310	242	303	313	454	346	179	12v	19^	20^	34^	54^	69	18^
MON-FRI 11.00A					B	6.5	24	576	71	173	131	72	805	176	325	263	321	319	422	353	176	12^	24^	17^	45	48	62	31^
207 99 NBC QG 93					C	5.6	23	495	70	161	115	71	810	175	314	256	318	311	433	374	189	16^	23^	20^	39^	49^	58	31^
WHO'S THE BOSS? M-F					A	3.2	13	285	143	239	206	148	685	281	472	367	413	316	167	301	56^	55^	55^	68^	75^	82^	111^	46^
MON-FRI 11.00A					B	4.0	15	350	122	247	221	144	692	315	498	391	427	290	158	313	61^	54^	77	61^	112	108	116	104
157 80 ABC CS 93					C	3.7	15	324	126	238	213	133	711	320	502	395	427	293	176	297	57^	44^	64^	47^	112	85	123	75^
WIN, LOSE OR DRAW					A	5.0	19	443	85	167	121	91	753	195	336	266	317	307	366	349	139	22^	38^	27^	39^	78	90	27^
MON-FRI 11.30A					B	5.1	18	453	91	196	159	103	781	221	388	307	359	322	341	331	126	26^	49^	35^	58	73	81	50^
185 89 NBC QG 106					C	4.0	17	359	101	172	138	100	801	229	400	319	378	331	341	322	132	25^	37^	31^	51^	71	77	46^
YOUNG AND THE RESTLESS					A	8.4	28	744	117	190	150	120	871	259	451	346	396	384	370	274	118	20^	24^	29^	30^	59	61	27^
MON-FRI 12.30P					B	9.1	29	803	108	221	184	140	880	293	483	364	411	372	349	302	122	23^	35	33	50	73	76	48
211 99 CBS DD 96					C	8.1	29	714	101	203	163	133	868	280	463	346	398	361	353	286	123	19^	28^	27^	43	64	70	37
12.30 - 1.00					A	8.1	28	719	113	187	148	114	858	245	438	339	391	384	368	290	128	19^	24^	28^	32^	61	63	30^
1.00 - 1.30					A	8.7	28	771	120	193	151	126	882	270	462	351	400	382	372	258	108	21^	24^	30^	29^	56	60	25^

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

FEB. 1-7, 1988

[illegible]

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

58 PROGRAM AUDIENCE ESTIMATES (Alpha)

FEB. 1-7, 1988

PROGRAM NAME DAYTIME #STNS CVG% TYPE T/C						K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			T E E N S			CHD TOT.																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																									
							AVG. AUD. %	SH %	AVG. AUD. 0,000	TOT. WORK. PERS ING		W O M E N				M E N											TOT. MALE																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																														
										WOM. (2+)	18+	TOTAL	49	21+	54	TOTAL	24	34	49	21+	49	54	49	54	64	55+	12- 17	12- 17	2- 11																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																												
WEEKEND DAYTIME SPORTS CONT'D																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																									</

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

60 PROGRAM AUDIENCE ESTIMATES (Alpha)

FEB. 1-7, 1988

PROGRAM NAME						KEY	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																				TEENS			CHD TOT.																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																														
DAY	TIME	DUR	NET	NO. OF T/C	AVG. AUD. %		SH %	AVG. AUD. 0,000	TOT. WORK. PERS. ING WOM. (2+)	W O M E N				M E N										T E E N S																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																							
										TOTAL	49	21+	54	TOTAL	24	34	49	21+	49	54	49	54	64	55+	TOT. 12-17	MALE 12-17																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																					
																											18-	25-	18-	18-	21-	21-		25-	25-	35-																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																											
WEEKEND DAYTIME SPORTS CONT'D																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															

PROGRAM NAME					K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																				TEENS TOT. 12-17																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																
									TOT. WORK- PERS ING WOM.	W O M E N								M E N																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																											
										18- (2+)	18+ 18+	TOTAL	34	49	21+ 49	54	64	55+ 64	TOTAL	34	49	21+ 49	54	64	55+ 64																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																				
DAY	TIME	DUR	NET	NO. OF T/C	AVG. AUD. %	SH %	AVG. AUD. 0,000																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																						

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
HUT	62.3	64.0	64.9	66.8	67.8	68.3	67.4	67.9	66.5	66.6	65.9	65.0	61.0	59.8	58.4	55.5

ABC TV

AVERAGE AUDIENCE
(Hhds (000) & %) {
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

← MACGYVER →

← ABC MONDAY NIGHT MOVIE
WEEKEND WAR
(PAE) →

11,430									13,200							
12.9	12.4 *							13.5 *	14.9	13.9 *		14.8 *		15.6 *	15.3 *	
19	18 *							20 *	24	21 *		23 *		26 *	27 *	
12.5	12.3					13.2	13.7	13.7	14.1	14.5	15.1	15.3	15.8	16.1	14.6	

CBS TV

AVERAGE AUDIENCE
(Hhds (000) & %) {
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

KATE & ALLIE FRANK'S PLACE
(R)

NEWHART

DESIGNING
WOMEN
(PAE)

← WISEGUY →

12,050				10,100				13,910				14,440		9,830		
13.6				11.4				15.7				16.3		11.1	11.5 *	10.8 *
20				17				24				25		19	19 *	19 *
13.5	13.8			11.5	11.3		15.0	16.4	16.2	16.4	12.0	11.0	10.5	11.0		

NBC TV

AVERAGE AUDIENCE
(Hhds (000) & %) {
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

ALF
(R)VALERIE'S
FAMILY
(R)← NBC MONDAY NIGHT MOVIES
FLASHDANCE
(R) →

15,950				14,260				11,960								
18.0				16.1				13.5		13.6 *		13.2 *		14.0 *		13.1 *
26				24				22		20 *		20 *		23 *		23 *
17.4	18.5			16.2	16.1		13.9	13.3	13.3	13.1	14.2	13.8	13.8	12.4		

**INDEPENDENTS
(INCL. SUPERSTATIONS)**

AVERAGE AUDIENCE
SHARE AUDIENCE %

15.7		14.8		11.9		12.8		11.8		10.7		10.0		9.6		
25		22		17		19		18		16		17		17		

SUPERSTATIONS

AVERAGE AUDIENCE
SHARE AUDIENCE %

4.1		3.6		2.8		3.2		2.9		2.8		3.0		3.0		
6		5		4		5		4		4		5		5		

PBS

AVERAGE AUDIENCE
SHARE AUDIENCE %

2.1		2.6		4.0		4.3		2.9		3.1		2.3		2.3		
3		4		6		6		4		5		4		4		

CABLE ORIG.

AVERAGE AUDIENCE
SHARE AUDIENCE %

6.1		6.8		6.6		7.5		7.7		8.0		8.0		6.7		
10		10		10		11		12		12		13		12		

PAY SERVICES

AVERAGE AUDIENCE
SHARE AUDIENCE %

3.1		3.5		6.2		6.9		7.6		5.1		4.1		3.7		
5		5		9		10		11		8		7		6		

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45		
HUT	62.5	64.5	65.2	67.0	68.2	69.3	69.1	69.1	67.8	67.5	67.4	66.5	61.6	59.7	57.7	55.6		
ABC TV																		
AVERAGE AUDIENCE (Hhlds (000) & %)					19,760		19,940		18,960				13,560					
SHARE AUDIENCE %					22.3		22.5		21.4		21.3 *		21.5 *	15.3	16.0 *		14.6 *	
AVG. AUD. BY 1/4 HR					32		33		32		32 *		32 *	26	26 *		26 *	
					21.3	23.2	22.1	22.8	21.3	21.3	21.6	21.3	16.6	15.4	15.0	14.2		
CBS TV																		
AVERAGE AUDIENCE (Hhlds (000) & %)					7,800				10,540				12,320					
SHARE AUDIENCE %					8.8	9.0 *		8.6 *	11.9		11.5 *		12.4 *	13.9	13.9 *		13.9 *	
AVG. AUD. BY 1/4 HR					13	13 *		12 *	18		17 *		19 *	24	23 *		25 *	
					9.4	8.5	8.8	8.4	11.3	11.7	12.2	12.5	13.7	14.1	14.1	13.7		
NBC TV																		
AVERAGE AUDIENCE (Hhlds (000) & %)					16,300				13,290				12,140					
SHARE AUDIENCE %					18.4	18.0 *		18.8 *	15.0		14.8 *		15.3 *	13.7	13.6 *		13.7 *	
AVG. AUD. BY 1/4 HR					27	26 *		27 *	22		22 *		23 *	23	22 *		24 *	
					17.4	18.6	18.9	18.7	14.5	15.1	15.3	15.2	13.8	13.4	13.8	13.7		

INDEPENDENTS
(INCL. SUPERSTATIONS)AVERAGE AUDIENCE
SHARE AUDIENCE %

16.3	15.1	10.9	10.4	11.1	10.4	9.9	8.1
26	23	16	15	16	16	16	14

SUPERSTATIONSAVERAGE AUDIENCE
SHARE AUDIENCE %

4.1	3.7	2.3	2.3	2.7	2.5	2.1	1.3
6	6	3	3	4	4	3	2

PBSAVERAGE AUDIENCE
SHARE AUDIENCE %

2.1	2.5	4.2	4.5	4.1	3.6	2.5	2.0
3	4	6	7	6	5	4	4

CABLE ORIG.AVERAGE AUDIENCE
SHARE AUDIENCE %

6.0	6.1	5.1	5.0	5.6	6.1	5.8	4.9
9	9	7	7	8	9	10	9

PAY SERVICESAVERAGE AUDIENCE
SHARE AUDIENCE %

2.7	2.8	5.3	5.7	5.8	4.4	4.1	4.3
4	4	8	8	9	7	7	8

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

[illegible]

For explanation of symbols, See page B.

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
HUT	63.4	65.1	64.8	66.3	68.2	68.6	67.6	67.7	67.7	67.7	66.3	65.5	64.4	62.8	61.4	57.4

ABC TV

AVERAGE AUDIENCE
(Hhds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{
%
%

ABC THURSDAY NIGHT MOVIE FIREFOX (R) (PAE)																
11,430																
12.9	12.2 *				12.6 *				12.9 *			13.3 *		13.8 *		12.4 *
20	18 *				19 *				19 *			20 *		22 *		21 *
12.4	12.1	12.6	12.6	13.0	12.7	13.0	13.6	13.9	13.8	14.0	10.7					

CBS TV

AVERAGE AUDIENCE
(Hhds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{
%
%

POLITICAL: L. LA ROUCHE		BUGS BUNNY'S VALENTINE (R)		SIMON & SIMON (PAE)				KNOTS LANDING			
4,430		6,820		10,450				14,620			
5.0		7.7		11.8	10.4 *			13.2 *	16.5	16.1 *	16.9 *
7		11		18	15 *			20 *	27	25 *	28 *
6.0	4.0	7.3	8.1	10.1	10.7	12.6	13.8	15.7	16.5	16.8	17.0

NBC TV

AVERAGE AUDIENCE
(Hhds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{
%
%

BILL COSBY SHOW		A DIFFERENT WORLD		CHEERS		← DAVID LETTERMAN SPECIAL →					
28,710		24,630		22,150		17,190					
32.4		27.8		25.0		19.4	20.9 *		19.3 *		17.8
47		41		37		31	32 *		30 *		30
30.7	34.0	28.1	27.5	24.7	25.4	21.5	20.3	19.9	18.8	18.3	17.4

INDEPENDENTS
(INCL. SUPERSTATIONS)

AVERAGE AUDIENCE
SHARE AUDIENCE %

16.3		14.9		11.7		12.4		13.3		13.6		11.9		9.9
25		23		17		18		20		21		19		17

SUPERSTATIONS

AVERAGE AUDIENCE
SHARE AUDIENCE %

4.0		3.3		2.6		2.8		3.1		3.2		2.8		2.3
6		5		4		4		5		5		4		4

PBS

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.5		2.4		3.3		3.6		3.2		3.0		2.1		1.9
2		4		5		5		5		5		3		3

CABLE ORIG.

AVERAGE AUDIENCE
SHARE AUDIENCE %

6.8		7.2		6.2		6.8		5.8		5.8		4.8		4.6
11		11		9		10		9		9		8		8

PAY SERVICES

AVERAGE AUDIENCE
SHARE AUDIENCE %

2.0		2.3		2.5		2.5		3.0		3.0		2.8		2.0
3		4		4		4		4		5		4		3

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
HUT	58.1	59.0	59.4	60.3	60.8	61.1	61.9	63.2	62.1	62.3	62.2	62.0	59.3	58.6	57.7	56.3

ABC TV

AVERAGE AUDIENCE
(Hhlds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{
%
%

FULL HOUSE MR. BELVEDERE THORNS SLEDGE HAMMER (PAE) 20/20 (PAE)

11,080		11,160		7,620		7,350		10,100								
12.5		12.6		8.6		8.3		11.4		11.4 *		11.5 *				
21		20		14		13		20		19 *		20 *				
12.2	12.7	12.7	12.5	9.0	8.3	8.0	8.5	11.3	11.6	11.5	11.5					

CBS TV

AVERAGE AUDIENCE
(Hhlds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{
%
%

BEAUTY & THE BEAST DALLAS (PAE) FALCON CREST

12,320				16,480				13,020								
13.9	13.4 *		14.3 *	18.6	17.9 *		19.2 *	14.7	14.9 *		14.5 *					
23	22 *		23 *	30	29 *		31 *	25	25 *		25 *					
13.5	13.4	13.7	14.8	17.4	18.5	19.3	19.1	15.0	14.8	14.6	14.4					

NBC TV

AVERAGE AUDIENCE
(Hhlds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{
%
%

FRIDAY NIGHT'S MAIN EVENT MIAMI VICE UNSOLVED MYSTERIES

13,640				12,490				13,110								
15.4	14.5 *		16.3 *	14.1	14.3 *		13.9 *	14.8	14.8 *		14.8 *					
25	24 *		26 *	23	23 *		22 *	26	25 *		26 *					
14.2	14.7	16.0	16.5	14.4	14.2	14.0	13.8	14.4	15.2	14.9	14.7					

INDEPENDENTS
(INCL. SUPERSTATIONS)

AVERAGE AUDIENCE
SHARE AUDIENCE %

14.6		13.7		12.5		12.9		13.9		13.3		10.2		8.3		
25		23		21		21		22		21		17		15		

SUPERSTATIONS

AVERAGE AUDIENCE
SHARE AUDIENCE %

4.0		3.7		3.2		3.6		3.4		3.1		1.7		1.2		
7		6		5		6		5		5		3		2		

PBS

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.7		1.9		3.1		3.2		2.6		2.4		1.9		2.0		
3		3		5		5		4		4		3		4		

CABLE ORIG.

AVERAGE AUDIENCE
SHARE AUDIENCE %

6.3		6.3		6.4		5.9		6.8		6.9		7.1		6.5		
11		11		11		9		11		11		12		11		

PAY SERVICES

AVERAGE AUDIENCE
SHARE AUDIENCE %

2.5		2.5		3.0		2.9		4.1		4.2		4.7		4.9		
4		4		5		5		7		7		8		9		

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00	11:15
HUT	52.4	54.0	54.9	56.1	59.9	61.1	61.5	62.7	62.3	62.9	61.3	60.9	59.3	58.3	56.5	55.0	50.8	46.6

ABC TV

AVERAGE AUDIENCE {
(Hhids (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

← DOLLY → ← OHARA (PAE) → ← SPENSER: FOR HIRE (PAE) →

10,190				7,800				9,920										
11.5	11.1 *			8.8	8.2 *			11.2	11.1 *								11.4 *	
19	18 *			14	13 *			20	19 *								20 *	
10.8	11.4	11.7	12.0	8.3	8.1	9.1	9.7	10.8	11.3	11.3	11.4							

CBS TV

AVERAGE AUDIENCE {
(Hhids (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

← HIGH MOUNTAIN RANGERS → ← HOUSTON KNIGHTS (PAE) → ← WEST 57TH →

10,370				8,860				6,730										
11.7	11.5 *			10.0	9.6 *			7.6	8.3 *								6.9 *	
19	19 *			16	15 *			13	14 *								12 *	
11.3	11.6	12.3	11.7	9.5	9.8	10.3	10.2	8.6	7.9	7.1	6.6							

NBC TV

AVERAGE AUDIENCE {
(Hhids (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

FACTS OF LIFE 227 GOLDEN GIRLS AMEN SUPER BLOOPERS & JOKES

14,620		15,330		21,800		18,430		18,960										
16.5		17.3		24.6		20.8		21.4	21.4 *								21.5 *	
27		28		39		34		37	36 *								39 *	
15.8	17.1	16.5	18.1	24.2	24.9	20.3	21.3	21.5	21.2	21.6	21.3							

INDEPENDENTS
(INCL. SUPERSTATIONS)

AVERAGE AUDIENCE
SHARE AUDIENCE %

15.0		14.9		11.3		11.2		11.1		11.8		10.9		8.8		8.8	
28		27		19		18		18		19		19		16		18	

SUPERSTATIONS

AVERAGE AUDIENCE
SHARE AUDIENCE %

3.5		3.6		3.1		3.0		3.5		3.9		2.8		2.0		2.1	
7		6		5		5		6		6		5		4		4	

PBS

AVERAGE AUDIENCE
SHARE AUDIENCE %

2.8		3.2		2.9		3.2		3.2		3.3		2.3		1.9		1.5	
5		6		5		5		5		5		4		3		3	

CABLE ORIG.

AVERAGE AUDIENCE
SHARE AUDIENCE %

7.9		8.1		6.4		6.2		5.5		5.9		5.9		5.7		4.8	
15		15		11		10		9		10		10		10		10	

PAY SERVICES

AVERAGE AUDIENCE
SHARE AUDIENCE %

2.7		2.8		4.5		4.7		5.6		4.5		4.1		4.3		5.3	
5		5		7		8		9		7		7		8		11	

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

TIME	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
HUT	41.2	38.1	34.9	32.6	28.9	26.4	23.9	22.6	20.5	18.9	17.1	15.6	12.9	11.5

ABC TV

AVERAGE AUDIENCE (Hhlds (000) & %)	{	1,680												
SHARE AUDIENCE	%	1.9												
AVG. AUD. BY 1/4 HR	%	5												

CBS TV

AVERAGE AUDIENCE (Hhlds (000) & %)	{													
SHARE AUDIENCE	%													
AVG. AUD. BY 1/4 HR	%													

NBC TV

AVERAGE AUDIENCE (Hhlds (000) & %)	{	7,090												
SHARE AUDIENCE	%	8.0	9.9 *		7.6 *									
AVG. AUD. BY 1/4 HR	%	23	25 *		23 *									

← SATURDAY NIGHT (11:30-12:51)(PAE) → (PAE)

**INDEPENDENTS
(INCL. SUPERSTATIONS)**

AVERAGE AUDIENCE	8.6		7.3		6.0		5.3		4.6		3.8		3.5
SHARE AUDIENCE %	22		22		22		23		23		23		29

SUPERSTATIONS

AVERAGE AUDIENCE	2.0		1.9		1.7		1.5		1.2		1.0		0.8
SHARE AUDIENCE %	5		6		6		6		6		6		7

PBS

AVERAGE AUDIENCE	1.4		1.2		1.0		0.9		0.6	^	0.4	^	0.2	^
SHARE AUDIENCE %	4		4		4		4		3	^	2	^	2	^

CABLE ORIG.

AVERAGE AUDIENCE	4.8		3.7		3.5		2.5		2.3		1.8		1.5
SHARE AUDIENCE %	12		11		13		11		12		11		12

PAY SERVICES

AVERAGE AUDIENCE	4.6		4.3		4.1		4.3		4.5		4.6		2.9
SHARE AUDIENCE %	12		13		15		19		23		28		24

U.S. TV HOUSEHOLDS: 88,600,000
(1) ABC WEEKEND REPORT-SAT.,ABC,(11:30-11:45)

For explanation of symbols, See page B.

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00	11:15
HUT	63.0	64.5	66.1	67.6	69.0	70.0	70.5	70.9	70.2	70.3	69.8	68.7	67.5	67.2	66.3	63.6	51.5	44.3
ABC TV AVERAGE AUDIENCE (Hhlds (000) & %) { SHARE AUDIENCE % AVG. AUD. BY 1/4 HR %																		
DISNEY SUNDAY MOVIE ROCK 'N' ROLL MOM																		
ABC SUNDAY NIGHT MOVIE ELVIS AND ME, PT.1 (PAE)																		
	12,050	12.0 *		13.1 *		14.2 *		14.9 *	21,180	23.1 *		24.3 *		24.3 *		24.2 *		
	13.6	19 *		20 *		20 *		21 *	23.9	33 *		35 *		36 *		37 *		
	20	12.1	12.8	13.4	14.2	14.2	14.5	15.3	22.1	24.1	24.5	24.1	24.3	24.2	24.6	23.8		
CBS TV AVERAGE AUDIENCE (Hhlds (000) & %) { SHARE AUDIENCE % AVG. AUD. BY 1/4 HR %																		
60 MINUTES																		
MURDER, SHE WROTE																		
CBS SUNDAY MOVIE WINDMILLS OF THE GODS, PART 1 (PAE)																		
CBS SUNDAY NEWS																		
	18,870	20.8 *		21.7 *	19,050	21.0 *		21.9 *	16,830	20.0 *		18.8 *		18.8 *		18.4 *	2,480	
	21.3	33 *		32 *	21.5	30 *		31 *	19.0	28 *		27 *		28 *		28 *	2.8	
	33	21.6	21.8	21.7	21.0	21.1	21.9	22.0	20.4	19.6	18.9	18.6	18.7	18.9	18.8	18.0	2.8	
NBC TV AVERAGE AUDIENCE (Hhlds (000) & %) { SHARE AUDIENCE % AVG. AUD. BY 1/4 HR %																		
OUR HOUSE																		
FAMILY TIES																		
MY TWO DAD'S																		
NBC SUNDAY NIGHT MOVIE RAMBO: FIRST BLOOD PART II																		
	9,750	10.1 *		11.9 *	14,620		13,020		13,730	14.6 *		15.0 *		16.4 *		16.0 *		
	11.0	16 *		18 *	16.5		14.7		15.5	21 *		22 *		24 *		25 *		
	17	10.5	11.3	12.4	15.9	17.1	14.9	14.5	14.5	14.7	14.8	15.2	16.3	16.4	16.7	15.4		

INDEPENDENTS
(INCL. SUPERSTATIONS)

AVERAGE AUDIENCE	14.4		14.4		10.5		10.8		9.1		7.9		6.9		5.1		4.8	
SHARE AUDIENCE %	23		22		15		15		13		11		10		8		10	

SUPERSTATIONS

AVERAGE AUDIENCE	3.7		3.5		3.2		2.7		2.5		2.3		2.2		1.5		1.2	
SHARE AUDIENCE %	6		5		5		4		4		3		3		2		3	

PBS

AVERAGE AUDIENCE	2.3		2.5		4.1		5.5		3.2		3.0		2.0		1.7		1.3	
SHARE AUDIENCE %	4		4		6		8		5		4		3		3		3	

CABLE ORIG.

AVERAGE AUDIENCE	6.4		6.4		7.5		8.1		8.0		7.9		6.7		6.6		6.0	
SHARE AUDIENCE %	10		10		11		11		11		11		10		10		13	

PAY SERVICES

AVERAGE AUDIENCE	3.1		3.1		3.0		2.8		3.7		3.9		3.5		2.5		3.5	
SHARE AUDIENCE %	5		5		4		4		5		6		5		4		7	

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

TIME	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45			
HUT	35.1	30.8	25.7	22.6	19.5	17.8	15.5	14.1	12.1	10.5	9.2	8.5	7.6	7.2			

ABC TV

(1)

AVERAGE AUDIENCE { 2,480
 (Hhlds (000) & %)
 SHARE AUDIENCE % 13
 AVG. AUD. BY 1/4 HR % 2.8

CBS TV

AVERAGE AUDIENCE {
 (Hhlds (000) & %)
 SHARE AUDIENCE %
 AVG. AUD. BY 1/4 HR %

NBC TV

(2) (PAE)

AVERAGE AUDIENCE { 1,330
 (Hhlds (000) & %)
 SHARE AUDIENCE % 5
 AVG. AUD. BY 1/4 HR % 1.5

INDEPENDENTS
(INCL. SUPERSTATIONS)

AVERAGE AUDIENCE 4.7 4.2 3.2 2.5 2.1 1.4 1.1
 SHARE AUDIENCE % 14 17 17 17 19 16 15

SUPERSTATIONS

AVERAGE AUDIENCE 1.3 1.4 1.4 1.2 1.2 0.9 0.7
 SHARE AUDIENCE % 4 6 8 8 11 10 9 ^

PBS

AVERAGE AUDIENCE 1.5 0.9 0.7 ^ 0.3 ^ 0.1 v 0.1 v <<
 SHARE AUDIENCE % 5 4 4 ^ 2 ^ 1 v 1 v <<

CABLE ORIG.

AVERAGE AUDIENCE 4.9 3.1 2.5 2.0 1.3 0.9 0.9
 SHARE AUDIENCE % 15 13 13 14 12 10 12

PAY SERVICES

AVERAGE AUDIENCE 4.2 3.5 3.1 3.1 2.5 2.0 1.9
 SHARE AUDIENCE % 13 15 17 21 22 22 26

U.S. TV HOUSEHOLDS: 88,600,000
 (1) ABC WEEKEND REPORT-SUN., ABC, (11:30-11:45)
 (2) G MICHAELS SPORTS MACHINE, NBC, (11:30-11:45)

For explanation of symbols, See page B.

TIME	6:00	6:15	6:30	6:45	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15
HUT	8.0	9.6	12.1	14.5	17.3	19.6	21.1	21.7	22.4	23.3	23.6	23.7	24.3	24.8	24.9	25.0	24.2	24.2
ABC TV	(PAE)	(1)	(PAE)	(2)	GOOD MORNING, AMERICA-730 (CO-OP) (PARTICIPATING) (PAE)				GOOD MORNING, AMERICA-830 (CO-OP) (PARTICIPATING) (PAE)									
AVERAGE AUDIENCE (Hhlds (000) & %)		1,190		1,950			4,090				4,270							
SHARE AUDIENCE %		1.3		2.2			4.6				4.8							
AVG. AUD. BY 1/4 HR		14		15			21				20							
		1.3		2.2			4.6	4.6			4.8	4.8						
CBS TV			CBS MORNING NEWS- 6:30AM		CBS THIS MORNING-A (SUS)		CBS THIS MORNING-1		CBS THIS MORNING-B (SUS)		CBS THIS MORNING-2						BLACKOUT	
AVERAGE AUDIENCE (Hhlds (000) & %)			1,170				2,070				2,160						1,950	
SHARE AUDIENCE %			1.3				2.3				2.4						2.2	
AVG. AUD. BY 1/4 HR			12				11				10						9	
			1.2	1.4			2.3	2.3			2.4	2.5					2.1	2.3
NBC TV		NBC NEWS AT SUNRISE (PAE)			TODAY SHOW-7:30AM (CO-OP) (PARTICIPATING) (PAE)				TODAY SHOW-8:30AM (CO-OP) (PARTICIPATING) (PAE)								SALE OF THE CENTURY	
AVERAGE AUDIENCE (Hhlds (000) & %)		1,840					4,110				4,590						3,050	
SHARE AUDIENCE %		2.1					4.6				5.2						3.4	
AVG. AUD. BY 1/4 HR		20					21				22						14	
		1.8	2.4				4.6	4.6			5.2	5.2					3.3	3.5
INDEPENDENTS (INCL. SUPERSTATIONS)																		
AVERAGE AUDIENCE	1.9		3.3		5.4		6.3		6.2		5.9		5.0		5.1		5.4	
SHARE AUDIENCE %	21		25		29		29		27		25		20		20		22	
SUPERSTATIONS																		
AVERAGE AUDIENCE	0.9		1.4		1.8		1.8		1.9		1.9		1.4		1.7		1.7	
SHARE AUDIENCE %	10		11		10		9		8		8		6		7		7	
PBS																		
AVERAGE AUDIENCE	0.1	v	0.1	v	0.5		0.8		1.2		1.4		1.5		1.4		1.3	
SHARE AUDIENCE %	1	v	1	v	3		4		5		6		6		6		5	
CABLE ORIG.																		
AVERAGE AUDIENCE	1.0		1.4		1.7		1.9		2.2		2.4		2.5		2.5		2.6	
SHARE AUDIENCE %	11		10		9		9		10		10		10		10		11	
PAY SERVICES																		
AVERAGE AUDIENCE	0.8		0.8		0.9		1.1		1.2		1.1		1.2		1.2		1.2	
SHARE AUDIENCE %	9		6		5		5		5		5		5		5		5	

U.S. TV HOUSEHOLDS: 88,600,000
 (1) ABC WORLD NEWS-MORN-615A,ABC,(6:15-6:30)
 (2) ABC WORLD NEWS-MORN-645A,ABC,(6:45-7:00)

For explanation of symbols, See page B.

TIME	10:30	10:45	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
HUT	24.2	24.4	24.7	25.3	25.6	26.9	28.4	29.3	29.7	30.6	32.1	32.8	31.9	32.0	31.4	31.8	32.0	32.2
ABC TV AVERAGE AUDIENCE (Hhlds (000) & %) { SHARE AUDIENCE % AVG. AUD. BY 1/4 HR %																		
			WHO'S THE BOSS?	THE M-F		HOME		RYAN'S HOPE		LOVING	← ALL MY CHILDREN →			← ONE LIFE TO LIVE (PAE) →				
			2,850		2,300		2,730		3,880		7,050			7,370				
			3.2		2.6		3.1		4.4		8.0		7.5 *	8.3 *	8.2 *		8.4 *	
			13		10		11		15		25		23 *	26 *	26 *		26 *	
			3.1	3.3	2.6	2.6	3.0	3.2	4.2	4.5	7.3	7.8	8.3	8.4	8.1	8.2	8.3	8.5
CBS TV AVERAGE AUDIENCE (Hhlds (000) & %) { SHARE AUDIENCE % AVG. AUD. BY 1/4 HR %																		
		NEW CARD SHARKS		PRICE IS RIGHT 1		PRICE IS RIGHT 2 (PAE)				← YOUNG AND THE RESTLESS →	BOLD AND THE BEAUTIFUL		← AS THE WORLD TURNS →					
	2,360		4,660		6,170				7,440			5,170		6,570				
	2.7		5.3		7.0				8.4	8.1 *		5.8 *		7.4	7.3 *		7.6 *	
	11		21		27				28	28 *		18 *		23	23 *		24 *	
	2.5	2.8	5.0	5.5	6.6	7.3			7.9	8.3	8.7	5.9	5.8	7.3	7.4	7.6	7.5	
NBC TV AVERAGE AUDIENCE (Hhlds (000) & %) { SHARE AUDIENCE % AVG. AUD. BY 1/4 HR %																		
		CLASSIC CONCENTRATION		WHEEL OF FORTUNE		WIN, LOSE OR DRAW		SUPER PASSWORD		SCRABBLE	← DAYS OF OUR LIVES →			← ANOTHER WORLD (PAE) →				
	3,380		5,420		4,430		3,610		4,250		6,570			4,910				
	3.8		6.1		5.0		4.1		4.8		7.4	7.2 *	7.7 *	5.5 *	5.5 *		5.5 *	
	16		24		19		14		16		23	22 *	24 *	17 *	17 *		17 *	
	3.8	3.9	5.9	6.3	4.9	5.2	4.0	4.2	4.6	5.0	7.1	7.2	7.6	7.8	5.4	5.5	5.6	
INDEPENDENTS (INCL. SUPERSTATIONS) AVERAGE AUDIENCE SHARE AUDIENCE %																		
	5.4		4.8		4.9		5.2		5.9		5.8		6.1		6.2		6.6	
	22		19		19		18		19		18		19		20		21	
SUPERSTATIONS AVERAGE AUDIENCE SHARE AUDIENCE %																		
	2.0		1.8		2.0		1.9		2.1		1.7		1.7		1.8		1.9	
	8		7		7		7		7		5		5		6		6	
PBS AVERAGE AUDIENCE SHARE AUDIENCE %																		
	1.0		0.6		0.7		0.9		0.9		0.8		0.8		0.7		0.6	
	4		3		3		3		3		3		3		2		2	
CABLE ORIG. AVERAGE AUDIENCE SHARE AUDIENCE %																		
	2.5		2.7		2.8		2.9		2.7		3.0		3.2		3.7		3.5	
	10		11		11		10		9		9		10		12		11	
PAY SERVICES AVERAGE AUDIENCE SHARE AUDIENCE %																		
	1.2		1.1		1.0		1.1		1.2		1.1		0.9		0.9		1.0	
	5		4		4		4		4		3		3		3		3	
U.S. TV HOUSEHOLDS: 88,600,000																		

For explanation of symbols, See page B.

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45		
HUT	31.7	32.3	33.1	34.1	35.0	37.4	39.3	41.3	43.1	45.5	46.8	49.1	55.3	57.5	58.6	59.9		

ABC TV

AVERAGE AUDIENCE
(Hhlds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{	8,170																	
%	9.2	9.1	*		9.3	*												
%	28	28	*		28	*												
%	9.1	9.1		9.3	9.4													

← GENERAL HOSPITAL →

ABC WORLD
NEWS TONIGHT

10,510
11.9
20
11.7 12.0

CBS TV

AVERAGE AUDIENCE
(Hhlds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{	5,710																	
%	6.4	6.4	*		6.4	*												
%	20	20	*		19	*												
%	6.5	6.4		6.4	6.4													

← GUIDING LIGHT
(PAE) →CBS EVENING
NEWS-RATHER

10,770
12.2
21
12.1 12.2

NBC TV

AVERAGE AUDIENCE
(Hhlds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{	4,520																	
%	5.1	5.1	*		5.1	*												
%	16	16	*		15	*												
%	5.1	5.1		5.1	5.1													

← SANTA BARBARA →

NBC NIGHTLY
NEWS

9,460
10.7
18
10.6 10.8

**INDEPENDENTS
(INCL. SUPERSTATIONS)**

AVERAGE AUDIENCE
SHARE AUDIENCE %

7.3		8.0		9.3		10.7		11.6		12.6		14.5		16.2
23		24		26		26		26		26		26		27

SUPERSTATIONS

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.9		2.1		2.4		2.9		3.0		3.1		2.9		3.3
6		6		7		7		7		6		5		6

PBS

AVERAGE AUDIENCE
SHARE AUDIENCE %

0.5		0.7		1.0		1.2		1.4		1.4		1.3		1.4
2		2		3		3		3		3		2		2

CABLE ORIG.

AVERAGE AUDIENCE
SHARE AUDIENCE %

3.7		4.2		4.6		4.8		4.6		4.4		5.2		6.0
11		13		13		12		10		9		9		10

PAY SERVICES

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.1		1.2		1.2		1.3		1.3		1.4		2.0		2.2
3		4		3		3		3		3		3		4

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00	11:15
HUT	6.5	7.7	9.9	12.2	14.5	17.3	19.8	21.9	23.8	25.5	27.4	29.2	29.8	30.9	31.8	32.4	32.1	32.4

ABC TV

AVERAGE AUDIENCE {
(Hhlds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

LITTLE CLOWNS-HAPPYTOWN

ALL NEW POUND PUPPIES

MY PET MONSTER

LITTLE WIZARDS

REAL GHOSTBUSTERS

REAL GHOSTBUSTERS II

BUGS BUNNY & TWEETY SHOW

1,770
2.0
13
1.72.3
2.62,570
2.9
14
3.33,100
3.5
14
3.3

3.7

3,100
3.5
12
3.5

3.6

4,080
4.6
15
4.4

4.8

5,050
5.7
18
5.6

5.8

4,430
5.0
16
4.9

5.1

CBS TV

AVERAGE AUDIENCE {
(Hhlds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

HELLO KITTY

MUPPET BABIES

MUPPET BABIES II

MUPPET BABIES III

PEE WEE'S PLAYHOUSE

MIGHTY MOUSE

POPEYE & SON

1,860
2.1
13
2.02.3
3.53,280
3.7
18
4.04,250
4.8
19
4.7

5.0

5,050
5.7
20
5.5

6.0

5,850
6.6
22
6.5

6.8

4,250
4.8
15
4.8

4.8

4,080
4.6
14
4.7

4.5

NBC TV

AVERAGE AUDIENCE {
(Hhlds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

GUMMI BEARS (PAE)

SMURFS I

SMURFS II

SMURFS III (PAE)

ALF-SAT MORN (PAE)

ALVIN AND THE CHIPMUNKS

FRAGGLE ROCK

3,190
3.6
23
3.24.0
4.33,990
4.5
22
4.65,050
5.7
23
5.5

5.8

5,850
6.6
23
6.5

6.8

5,580
6.3
21
6.3

6.2

5,670
6.4
20
6.5

6.3

4,780
5.4
17
5.3

5.4

INDEPENDENTS (INCL. SUPERSTATIONS)

AVERAGE AUDIENCE
SHARE AUDIENCE %

2.3
323.1
283.9
254.2
204.2
175.3
196.3
216.9
217.2
22**SUPERSTATIONS**

AVERAGE AUDIENCE
SHARE AUDIENCE %

0.8
111.3
121.2
81.6
81.4
61.5
51.5
51.6
52.3
7**PBS**

AVERAGE AUDIENCE
SHARE AUDIENCE %

0.1 v
1 v0.2 ^
2 ^0.4 ^
3 ^0.7 ^
3 ^0.8
31.1
41.0
31.3
41.9
6**CABLE ORIG.**

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.1
151.8
162.8
183.5
174.3
174.6
165.0
176.1
196.2
19**PAY SERVICES**

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.3
181.4
131.5
92.0
102.2
92.5
92.2
72.4
72.6
8

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

TIME	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45	3:00	3:15	3:30	3:45
HUT	32.5	33.2	33.2	34.1	34.5	34.7	34.4	35.1	35.2	35.4	34.7	35.4	35.6	36.2	36.8	38.0	38.8	39.5

ABC TV

AVERAGE AUDIENCE
(Hhlds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

	FLINTSTONE KIDS	ANIMAL CRACK- UPS	HEALTH SHOW	(1)														
	3,720	3,280	1,680	1,770											4,780			
	4.2	3.7	1.9	2.0											5.4	4.4	*	5.5
	13	11	5	6											13	11	*	14
	4.3	4.1	3.6	2.1	1.8	2.0	2.1								4.1	4.7	5.4	5.5

← PRO BOWLERS TOUR
(3:00-4:30) →

CBS TV

AVERAGE AUDIENCE
(Hhlds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

	DENNIS THE MENACE	TEEN WOLF	GALAXY HIGH SCHOOL															
	3,720	3,010	2,660								3,630							
	4.2	3.4	3.0								4.1	4.0	*	4.0	*	4.2	*	4.0
	13	10	9								11	11	*	11	*	11	*	10
	4.1	4.3	3.4	3.5	3.0	3.0					4.0	3.9	4.2	3.8	4.2	4.1	4.0	1.0

← CBS NCAA BASKETBALL-SAT
SYRACUSE VS. ST. JOHNS, HOUSTON VS. LOUISVILLE
(MULTI SEGMENT)(PAE) →

NBC TV

AVERAGE AUDIENCE
(Hhlds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

	NEW ARCHIES	FOOFUR (PAE)	I'M TELLING															
	4,080	2,840	2,480															
	4.6	3.2	2.8															
	14	9	8															
	4.7	4.5	3.2	3.3	2.6	3.0												

← NBC SPORTS SPECIAL
B1ST MILLROSE GAMES →

INDEPENDENTS
(INCL. SUPERSTATIONS)

AVERAGE AUDIENCE	7.8	8.2	10.3	10.3	11.9	13.1	13.5	13.0	14.1
SHARE AUDIENCE %	24	24	30	30	34	37	38	35	36

SUPERSTATIONS

AVERAGE AUDIENCE	2.5	2.6	2.9	2.6	3.3	4.8	5.0	5.2	5.7
SHARE AUDIENCE %	8	8	8	7	9	14	14	14	15

PBS

AVERAGE AUDIENCE	2.1	2.1	2.4	2.4	2.2	2.4	2.4	2.9	2.7
SHARE AUDIENCE %	6	6	7	7	6	7	7	8	7

CABLE ORIG.

AVERAGE AUDIENCE	6.1	6.5	7.0	7.3	6.9	6.9	6.8	8.1	8.0
SHARE AUDIENCE %	19	19	20	21	20	20	19	22	20

PAY SERVICES

AVERAGE AUDIENCE	2.7	3.0	3.1	3.2	3.0	2.2	1.9	2.8	2.6
SHARE AUDIENCE %	8	9	9	9	8	6	5	7	7

U.S. TV HOUSEHOLDS: 88,600,000
(1) ABC WEEKEND SPECIALS, THE SECRET WORLD OF OG, PT 3, ABC, (1:00-1:30), (R)

For explanation of symbols, See page B.

TIME	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45						
HUT	40.7	41.0	41.1	41.2	40.9	42.2	43.3	45.6	48.1	49.3	50.5	51.4						

ABC TV

AVERAGE AUDIENCE
(Hhids (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{
%
%

PRO BOWLERS
TOUR
(3:00-4:30)

← ABC WIDE WORLD-SPORTS SAT →

ABC WRD NEWS
TONIGHT-SAT
(PAE)

			6,290								6,650	
	6.2	*	7.1	6.0	*		7.4	*		8.0	*	
	15	*	16	14	*		17	*		17	*	
	6.2	6.3	5.9	6.1	7.1	7.6	8.3	7.7		7.4	7.6	

CBS TV

AVERAGE AUDIENCE
(Hhids (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{
%
%

← AT&T PBL BCH NTL PRO-SAT →

CBS SAT. NEWS-
SCHIEFFER

	3,900										6,020	
	4.4	3.8	*		3.9	*		4.6	*		5.2	*
	10	9	*		9	*		11	*		12	*
	3.9	3.8	3.8	4.0	4.7	4.6	5.0	5.3			6.4	7.2

NBC TV

AVERAGE AUDIENCE
(Hhids (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{
%
%

← NBC COLLEGE BSKBL SAT
DEPAUL VS GEORGIA TECH
(4:00-5:58) →

NBC NIGHTLY
NEWS-SAT.

	2,660										7,800	
	3.0	2.9	*		2.7	*		2.7	*		3.8	*
	7	7	*		7	*		6	*		9	*
	2.8	3.0	2.9	2.5	2.6	2.9	3.4	4.3			8.8	8.9

**INDEPENDENTS
(INCL. SUPERSTATIONS)**

AVERAGE AUDIENCE
SHARE AUDIENCE %

14.9		15.9		14.1		14.3		14.6		15.7
36		39		34		32		30		31

SUPERSTATIONS

AVERAGE AUDIENCE
SHARE AUDIENCE %

6.2		6.8		4.4		3.9		4.4		4.6
15		17		11		9		9		9

PBS

AVERAGE AUDIENCE
SHARE AUDIENCE %

3.0		3.2		3.3		3.4		3.6		3.2
7		8		8		8		7		6

CABLE ORIG.

AVERAGE AUDIENCE
SHARE AUDIENCE %

7.6		7.8		7.8		7.7		7.8		7.0
19		19		19		17		16		14

PAY SERVICES

AVERAGE AUDIENCE
SHARE AUDIENCE %

2.8		2.5		2.5		2.7		2.3		2.4
7		6		6		6		5		5

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00	11:15
HUT	6.1	6.9	8.2	10.0	13.2	15.8	18.4	20.9	22.5	24.7	26.2	27.2	27.5	28.2	28.9	30.0	30.7	32.0

ABC TV

AVERAGE AUDIENCE {
(Hhlds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

CBS TV

AVERAGE AUDIENCE {
(Hhlds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

FOR OUR TIMES
(SUS)

SUNDAY MORNING

FACE THE
NATION

3,900																		
4.4																		
17																		
3.1																		

NBC TV

AVERAGE AUDIENCE {
(Hhlds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

SUNDAY TODAY

MEET THE PRESS

1,590																		
1.8																		
9																		
1.4																		

INDEPENDENTS
(INCL. SUPERSTATIONS)

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.7																		
26																		

SUPERSTATIONS

AVERAGE AUDIENCE
SHARE AUDIENCE %

0.5																		
8																		

PBS

AVERAGE AUDIENCE
SHARE AUDIENCE %

0.1																		
2																		

CABLE ORIG.

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.3																		
20																		

PAY SERVICES

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.2																		
18																		

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. FEB. 7, 1988

TIME	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45	3:00	3:15	3:30	3:45
HUT	32.6	32.9	33.5	34.3	36.0	37.8	37.8	39.1	39.9	40.4	40.7	40.8	40.6	40.9	40.8	41.5	41.4	41.7

ABC TV

AVERAGE AUDIENCE
(Hhlds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

← THIS WEEK-DAVID BRINKLEY → BUSINESS WORLD

{	3,280				1,060													
%	3.7	3.4	*		3.9	*	1.2											
%	10	10	*		10	*	3											
%	3.2	3.6	4.1		3.8	1.2	1.3											

4,160

4.7

11

3.9

4.2

10

4.5

*

*

*

OLYMPIC PREVIEW
(2:00-4:01)(PAE)

4.8

12

4.7

*

*

*

4.7

11

4.8

*

*

*

5.1

5.3

5.2

13

5.3

*

*

*

CBS TV

AVERAGE AUDIENCE
(Hhlds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

CBS SPORTS
SPECIAL-SUN
BUSCH CLASH

(1)

	4,340				6,380
{	4.9	4.5	*		7.2
%	14	13	*		19
%	4.1	4.9	5.7		6.7

NBA ALLSTAR GAME
(1:12-4:02)(PAE)

11.0

27

11.3

*

*

*

11.4

27

11.4

*

*

*

NBC TV

AVERAGE AUDIENCE
(Hhlds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

← SPORTSWORLD (1:00-3:36)(PAE) → (2)

{	2,920																	
%	3.3	2.5	*							2.9	*		3.1	*		3.6	*	
%	8	6	*							7	*		8	*		9	*	
%	2.4	2.5	2.8							3.1	3.0		3.2	3.5		3.7	4.1	

3,720

4.2

10

4.2

*

*

*

2.4

6

2.4

*

*

*

INDEPENDENTS
(INCL. SUPERSTATIONS)

AVERAGE AUDIENCE
SHARE AUDIENCE %

12.8	12.4	13.5	12.9	12.9	12.5	12.9	12.6	12.5
39	37	37	34	32	31	32	31	30

SUPERSTATIONS

AVERAGE AUDIENCE
SHARE AUDIENCE %

4.1	4.0	4.2	3.9	3.3	2.5	3.0	3.5	3.4
13	12	11	10	8	6	7	8	8

PBS

AVERAGE AUDIENCE
SHARE AUDIENCE %

2.1	1.6	2.1	1.7	1.7	1.5	1.4	1.5	1.6
6	5	6	4	4	4	3	4	4

CABLE ORIG.

AVERAGE AUDIENCE
SHARE AUDIENCE %

6.0	6.6	7.5	7.3	6.8	6.1	6.1	5.8	6.8
18	19	20	19	17	15	15	14	16

PAY SERVICES

AVERAGE AUDIENCE
SHARE AUDIENCE %

3.0	2.8	3.0	3.7	4.0	4.4	3.1	3.3	3.3
9	8	8	10	10	11	8	8	8

U.S. TV HOUSEHOLDS: 88,600,000
(1) NBA ALLSTAR PREVIEW, (PAE), CBS, (12:45-1:12), (S)
(2) NBC COLLEGE BSKBL SUN, NOTRE DAME VS DUKE, (PAE), NBC, (3:36-5:40)

For explanation of symbols, See page 8.

TIME	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45						
HUT	41.0	42.0	42.9	44.1	44.0	44.9	45.9	47.3	50.1	52.3	54.3	56.0						

ABC TV

AVERAGE AUDIENCE
(Hhlds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{
%
%

4,610																		
5.2	4.6	*		5.0	*		4.4	*	5.7	*	6.4	*	5.5					
11	11	*		11	*		10	*	12	*	13	*	10					
4.7	4.5	5.0		5.0	4.5		4.3	5.2	6.1	6.6	6.2	5.5	5.5					

ABC COLLEGE BSKTBL SPCL.
PURDUE VS MICHIGAN
(4:01-6:31)(PAE)

ABC WRLD NEWS
TONIGHT-SUN
(6:31-7:00)(PAE)

CBS TV

AVERAGE AUDIENCE
(Hhlds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{
%
%

6,730																		
7.6	7.2	*		7.4	*		7.2	*	7.4	*	8.6	*	9.3	*				
17	17	*		17	*		16	*	16	*	16	*	16	*				
7.4	7.1	7.4		7.3	7.2		7.2	7.1	7.8	8.4	8.7	8.1	9.8					

AT&T PBL BCH NTL PRO-SUN
(4:02-6:04)
(6:11-6:39)(PAE)

(1)

NBC TV

AVERAGE AUDIENCE
(Hhlds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{
%
%

	4.5	*		4.3	*		5.2	*					7,890					
	11	*		10	*		12	*					8.9					
4.3	4.6	4.1		4.4	5.0		5.4	5.1					9.1	8.8				

NBC COLLEGE BSKTBL SUN
NOTRE DAME VS DUKE
(3:36-5:40)(PAE)

NBC NIGHTLY
NEWS-SUN

**INDEPENDENTS
(INCL. SUPERSTATIONS)**

AVERAGE AUDIENCE
SHARE AUDIENCE %

14.5		16.4		16.5		17.3		16.3		16.8	
35		38		37		37		32		30	

SUPERSTATIONS

AVERAGE AUDIENCE
SHARE AUDIENCE %

3.6		4.5		4.5		5.0		4.8		4.4	
9		10		10		11		9		8	

PBS

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.8		1.9		2.1		2.6		1.4		1.6	
4		4		5		6		3		3	

CABLE ORIG.

AVERAGE AUDIENCE
SHARE AUDIENCE %

7.4		7.3		7.4		7.4		6.7		7.8	
18		17		17		16		13		14	

PAY SERVICES

AVERAGE AUDIENCE
SHARE AUDIENCE %

2.8		2.5		2.6		2.8		3.5		3.8	
7		6		6		6		7		7	

U.S. TV HOUSEHOLDS: 88,600,000
(1) CBS EVENING NEWS-SUNDAY, (6:04-6:11), (6:39-7:00), (PAE), CBS

For explanation of symbols, See page B.

SPECIAL REPORT: HOUSEHOLDS WITH CHILDREN
FOR CHILDRENS PROGRAMS

SATURDAY, FEBRUARY 06 1988

PROGRAM NAME	START TIME	DURA TION	NET	HOUSEHOLDS WITH ANY CHILD:					
				UNDER 18		UNDER 12		UNDER 6	
				AA%	(0,000)	AA%	(0,000)	AA%	(0,000)
ABC WEEKEND SPECIALS(R)									
1.00PM	30	ABC	3.7	124	4.0	101	4.9	79	
ALF-SAT MORN									
10.00AM	30	NBC	13.3	449	14.4	359	14.6	233	
ALL NEW POUND PUPPIES									
8.30AM	30	ABC	6.7	228	7.7	191	8.5	136	
ALVIN AND THE CHIPMUNKS									
10.30AM	30	NBC	13.9	469	14.8	368	15.0	239	
ANIMAL CRACK-UPS									
12.00NN	30	ABC	6.0	204	6.2	153	6.6	106	
BUGS BUNNY & TWEETY SHOW									
11.00AM	30	ABC	9.9	334	10.3	257	10.9	174	
DENNIS THE MENACE									
11.30AM	30	CBS	8.2	277	9.1	227	10.1	161	
FLINTSTONE KIDS									
11.30AM	30	ABC	8.0	272	8.1	201	8.7	138	
FOOFUR									
12.00NN	30	NBC	6.1	205	6.7	167	7.2	114	
FRAGGLE ROCK									
11.00AM	30	NBC	10.9	367	11.8	295	12.6	201	
GALAXY HIGH SCHOOL									
12.30PM	30	CBS	5.9	200	6.4	159	6.0	96	
GUMMI BEARS									
8.00AM	30	NBC	8.1	274	9.0	225	9.3	148	
HELLO KITTY									
8.00AM	30	CBS	3.8	130	5.1	127	4.6	73	
I'M TELLING									
12.30PM	30	NBC	5.0	168	5.7	141	5.1	80	
LITTLE CLOWNS-HAPPYTOWN									
8.00AM	30	ABC	4.4	149	5.6	139	5.7	90	
LITTLE WIZARDS									
9.30AM	30	ABC	8.5	286	9.3	231	10.2	162	
MIGHTY MOUSE									
10.30AM	30	CBS	9.2	311	11.2	280	13.0	206	
MUPPET BABIES I									
8.30AM	30	CBS	8.0	270	10.4	260	9.8	157	
MUPPET BABIES II									
9.00AM	30	CBS	10.9	368	14.1	352	13.8	219	
mUPPET BABIES III									
9.30AM	30	CBS	12.6	425	16.0	398	16.4	262	
MY PET MONSTER									
9.00AM	30	ABC	8.6	292	9.3	232	10.2	162	

SPECIAL REPORT: HOUSEHOLDS WITH CHILDREN
FOR CHILDRENS PROGRAMS

SATURDAY, FEBRUARY 06, 1988

PROGRAM NAME	START TIME	DURATION	HOUSEHOLDS WITH ANY CHILD:					
			NET	UNDER 18 AA% (0,000)	UNDER 12 AA% (0,000)	UNDER 6 AA% (0,000)		
NEW ARCHIES	11.30AM	30	NBC	9.1 307	9.7 241	10.1 161		
PEE WEE'S PLAYHOUSE	10.00AM	30	CBS	13.6 460	16.9 423	19.0 303		
POPEYE & SON	11.00AM	30	CBS	9.0 304	10.3 256	10.8 172		
REAL GHOSTBUSTERS I	10.00AM	30	ABC	10.1 340	11.1 277	10.9 173		
REAL GHOSTBUSTERS II	10.30AM	30	ABC	11.9 402	12.6 314	12.1 193		
SMURFS I	8.30AM	30	NBC	10.2 345	11.2 280	12.2 194		
SMURFS II	9.00AM	30	NBC	12.5 424	14.4 358	15.8 251		
SMURFS III	9.30AM	30	NBC	13.8 465	15.4 383	16.2 258		
TEEN WOLF	12.00NN	30	CBS	6.3 214	7.1 178	7.3 116		

UE: 33810

UE: 24940

UE: 15920

INTAB: 866

INTAB: 662

INTAB: 432

EXPLANATION OF SYMBOLS APPEARING ON THESE PAGES:

IFR - BELOW MINIMUM INTAB STANDARDS

<< - BELOW MINIMUM RATING STANDARDS

LT - BELOW MINIMUM PROJECTION STANDARDS

COPYRIGHT 1988 A. C. NIELSEN COMPANY - PRINTED IN U.S.A.